

Next Club Meeting: Tuesday April 8th 2008.
7:30 - 9:30 p.m. Cupertino Room, Quinlan
Center, 10185 N. Stelling Rd.,
Cupertino, CA



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April Meeting Agenda

At last, it's time to bring in your great "Road" movie. Page 2



President's Message

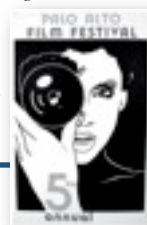
Bob says "Are your videos interesting enough?" Page 3

How to Video a Street Parade, Part 2

Gordon Peterson's SJ Vietnamese Parade story continues. Page 4

Vice Prez's Message

Fred says getting involved broadens members skills. Page 5



Palo Alto Film Festival Remembered

Didn't know there was one? Yes, and a great one too. Page 5

Commentary: Don't Give Up Your Camera

Gordon Peterson on how to keep the video passion alive. Page 6

March Meeting Highlights

Main Features:

Video Editing with Pinnacle Systems

Presentation by Andy Panizza of Pinnacle

Tech Tips

Animated Titles Workshop by Frank Swanson



For those of us who are curious about how video editing programs we don't own stack up, the March meeting was a good chance to learn about one major company's products. Pinnacle Systems, a long-time player in consumer video editing and capture products since 1986 that has over 13 million registered users proves that it isn't resting on its laurels.

Our guest speaker, Pinnacle's representative **Andy Panizza** discussed not only his company's software applications but several intriguing hardware devices primarily concerned with video transfer, as well.

Pinnacle Systems recently became a subsidiary of **Avid Technology, Inc.**, which built its business in the profes-

sional digital video field. Pinnacle, who's products are designed for the consumer and video enthusiast market, benefits from its association with Avid and other Avid owned technology companies to bring advanced features to the amateur market.

Andy brought with him several Pinnacle products which he generously donated to Viewfinders Club as raffle prizes to enhance the club's funds. And for those unlucky enough not to win a prize, he also brought a freebie editing program for all attending members. *VideoSpin* (PC only) is a super-simple little editor that helps users who wants to keep things simple and save time to assemble movie

Continued page 2

April Meeting

"Road"

Our April Theme Challenge

See details on page 2

clips, photos and an audio track to the program's time line, add a few transitions and titles if wanted and pop out a finished movie. It also makes uploading to a web site like YouTube or Yahoo Movies a piece of cake.

Pinnacle hardware devices demonstrated by Andy at the meeting were:

PCTV HD Stick (PC and Mac)

If you like to watch or record TV programs to your computer, this is the device for you. Accepting both high definition and standard definition TV signals, it wirelessly connects your TV to your computer via a receiver and your computer's USB 2.0 port. The included remote control not only selects TV channels, it will also let you schedule recordings ahead of time and allow you to pause during a program and continue without missing a thing.

Pinnacle Video Transfer (PC and Mac)

This device allows one to copy analog video from any source, convert it to MPEG 4 and transfer it directly to any USB 2.0 storage device without using a computer. NTSC and PAL are supported and inputs include S-video, composite video and stereo video.

Pinnacle's premium editing application demonstrated was:

Pinnacle Studio Ultimate, Version II (PC only)

This is the flagship of Pinnacles *Studio* line of video editors. It's chock full of features rivaling those of professional applications, thanks to Pinnacle's association with the other "Avid" companies. When Andy booted the program, it was rapidly apparent that a great deal of thought had gone into the very sleek, uncluttered and functionally attractive interface. All editing windows and timelines are crisp, easily accessible, clearly labeled and welcoming. One feels immediately comfortable with the idea of working with this program. Without attempting to describe Studio Ultimate's many features and upgrades from previous versions (which can be found on Pinnacle System's web site), a short list includes compatibility with Windows Vista operating system, HD, DVD and AVCHD editing and disc authoring, hi-fi audio generation and automatic web publishing. Included with the program are an audio cleaning application, a special effects generator, a precision panning and zooming tool and a sheet of ChromaKey green screen backdrop.

This is an affordable video editing program that PC users should seriously consider.

Pinnacle Products Raffle.

At the conclusion of Andy's warmly received presentation, four people were made very happy by Pinnacle's gifts. The winners were:

- **Ron Bullock** who won "Studio Movie Box" which contains Pinnacle's "Studio Plus" and additional audio and video tools.



April Theme Challenge

You can interpret "Road" as Street, Highway, Lane, etc. From interstate super highway to your own home street, the choice is yours. Movies submitted should not exceed 5 minutes or so and can be as short a one minute. The contest screening date will be our April 2008 meeting. **Good luck.**

- **Fred Pfost** who won "Studio Plus"
- **Ralph Nobles** who also won "Studio Plus"
- **Lynne Nobles** who won a Pinnacle ChromaKey green screen backdrop

Other donated Pinnacle products will be raffled at a future meeting.

We'd like to thank Andy for a well presented and instructive evening. ■

TECH TIPS

A full recap of the March meeting workshop is printed on page 7.

VIEWFINDERS CLUB REFRESHMENT SCHEDULE

With the club's thanks to those who have provided refreshments for 2008 meetings to date.

January 9th, Wed.	Fred Pfost	June 4th, Wed.	Dick Brownlie
February 12th, Tues.	Bob Meacham	July	IrvWebster
March 11th, Tues.	Brian Lucas	August	Gordon Peterson
		September	Janet Holl
April 8th, Tues.	Jack Gorham	October	Mary Johnson
May 7th, Wed.	John Dietrich	November	Stan Smith

MEET OUR NEW MEMBER

Stephen Burton



Stephen is a hobby videographer working on both a PC and a Mac and editing in Pinnacle Liquid and Final Cut Pro. His main interest is creating historic documentaries suitable for TV programming. **Welcome to Viewfinders, Stephen.**

PRESIDENT'S MESSAGE



Stop me if you've heard this one. "A guy walks into a bar with a video camera on his shoulder..." Oh, OK, you've heard that one. How about this one, "There once was a young fella from Glistler, that got a funny video of his sister...." Oh, heard that one too?

In the past I have written about the problem of the types of videos most of us shoot gets repetitive and lacks interest to most viewers. It is the same as telling stories, it is more in the delivery than in the actual content.

A big part of what this club is about is helping you learn new ways to tell that same story and make it more interesting to any viewer. As a videographer it is your job to capture all that happens onto video. As an editor it is your job to take that captured video and make it into an interesting story. I mention all of this

again because we have some very good opportunities coming up in the next few months for you to learn more about what it takes to make a better video. Plan on attending the club meetings and I can almost bet that every one of you will come away having learned something new. When it comes to editing that video, leave out enough stuff to make the finished video story interesting to the average viewer. And if you want to include all of the clips of your funny old Uncle Harry, think about adding them in as a separate chapter on the DVD so the family can see Harry and laugh at his antics.

On other notes, this month's meeting on Tuesday, April 8th, will feature some of our member's videos on the subject titled "ROAD". I am really looking forward to seeing what others have in mind for this challenge. And, if we have time, bring another short video and we will show them as well.

Also, I had previously mentioned that we had been asked to host the 2008 Ten Best of the West Convention (it's official name but includes AMPS and AMMA awards as well). After doing the research on locations and pricing, assessing the time and labor involvement for our members the decision was that we would not host this year's Convention. I think it is

too large a task to take on with our current requirements and membership. Some of our members are however judging the TBoW Contest this fall.

As a club we have a number of things in the works with the Video Production Group making movies, the PC and Mac User Groups trying to get together on a regular basis, and filling monthly programs with subjects and speakers that are interesting and educational. But with all of that, if you as a member would like to see something else (Saturday morning video outings, a book review club, etc.) make a point of coming up and mentioning it to me. Do however remember my motto, "If you want it your way, expect to get involved." Every new activity needs someone to drive it, and everyone needs something to drive. That is the way a volunteer club works. I do my part, you do yours and all both benefit.

Well, the morning sun is peeking through my window and it looks like another beautiful California day. It might be a good day to go out, enjoy the blossoms, the warm sun and shoot some close ups of nature. See you at the meeting on the 8th, bring your "ROAD" video

Welcome to Viewfinders Club's SUDOKU April Puzzle

The goal of Sudoku is to fill in every empty box with one of nine letters. Each letter can appear only once in each horizontal row, as well as only once in every vertical column and only once in each of the nine 3X3 squares. This month's puzzle contains the letters A, D, E, G, I, L, O, S and U. To help you get started, let's say you wanted to put a "D" in the bottom left square. You couldn't put it in the first column or third column of that square because there already is a "D" in those columns above. Since there is only one box left open the "D" has to go in the bottom box just below the "I". As another clue, the 9-letter word that means "lines spoken by characters in a movie" appears somewhere in the puzzle. The answer to this month's puzzle appears on page 6 this newsletter. Have fun!

Frank Swanson



How to Video a Street Parade

Continued from the March Issue



By Gordon Peterson

Having previously had the opportunity to video two major San Jose parades, the Veterans Day Parade and the Holiday Parade, I thought readers might like to know how I went about videoing the 11th Annual Vietnamese Spring Festival Parade this year.

A challenge came when three sets of kung fu teams lined up in front of the reviewing stand. Should I take a wide shot of them all, or follow them with a pan if they performed in a sequence? I considered my options while I took a brief wide-angle shot of the group, then decided to video the team closest to me. Their act was for one member to break two boards held on a cross bar about two feet above his head by two team members sitting on the shoulders of the others. The performer was going to do a back flip and smash the boards with his feet! One is often faced with similar decisions when filming unanticipated events. My method is to review the choices and go for what one calculates will be the most exciting shot. Wide shots may show more, but a good close up is almost always more interesting. I think my purpose should be to concentrate on selecting interesting units of the event because I can't get it all.

I plan to have at least three hours of battery power, two or more batteries (sometimes one fails unexpectedly, so never rely on one) and three hours of videotape with me. I also plan on having water and a snack of some kind. I take sun screen and insect repellent. I have an umbrella and waterproof covers to protect myself and my equipment from sun, wind, rain or dust. I have found it very important to carry earplugs because the bands are loud and the sound systems are turned up to be felt as well as heard. I always carry a cleaning tape, lens brush and lens cloth or cleaning papers. I wear a "Video Vest" in which I store and carry my essentials. I plan to be prepared with what I can carry with me or transport in a two-wheeled "shopping cart". I dress in layers and plan for rain, wind, and shade from the sun with either a broad brimmed hat and/or umbrella.

Back at my editor I start selecting the audio parts I want then mate the visual parts to the audio. They don't always match. I try to show enough of the parade elements to get a "feel" for them, but not all of them. A 2-hour parade can be trimmed to an hour or less, but it will take me 8-12 hours of work, a lot of patience and careful editing. I seldom use any

transitions other than straight cuts. One has to be careful that sequential scenes are different enough that you don't produce "jump cuts" (where the scene seems to jump on the screen when it changes to the following). Next added are an opening title and a closing credit to myself. Finally I choose an attractive background scene from the video on the face of the DVD, preferring to put only the title and basic information about it such as who made it and when. Once I tried a short introduction motion video, but that confused the viewers; they thought the movie had started rather than just leading to the menu choices. Some DVD authors prefer to have the DVD start immediately it is put in the player but I prefer to have it show a menu where the viewer may select when to start and what part to view.

Well, I hope this helps give you ideas for making better parade and event videos. Don't expect them to be perfect. Just go do it and learn! ■



VICE PRESIDENT'S MESSAGE

Get Involved

We belong to a wonderful club that is providing us with great learning opportunities, social experience and entertainment plus an outlet for our talents. But to get the most value and fun out of the time you spend in any organization you belong to you have to get involved in running it and participating in its activities outside of the meetings. Our club needs you and you need our club!

Frequently we have the opportunity to be involved in these activities with a little effort on our part. For instance, as you know, each year our club makes at least one "club movie" for which someone in the club writes the script, someone directs, someone edits, and someone or more acts in it and someone produces it. There are many other jobs required for such a production. This single activity of the club offers all of the benefits described above including the fun part.

Field trips are another benefit which provides all of the qualities mentioned above.

Helping, as an officer, to run our club is another activity which incorporates all of the above benefits including the social part.

Recently a delightful opportunity was given to us which presented all of the qualities mentioned above plus being paid for our time. This was to

run cameras at a national dance competition in Burlingame. We spent a whole day (16 hours) in direct contact with organizers, producers, recorder operators, and dancers, let alone running some (12) beautiful high definition cameras all tied to their individual DVD recorders. We saw and enjoyed and photographed dancing that we previously had only seen on public television competitions. The difference was that "we were there". What a wonderful opportunity and day.

We will be given this same opportunity next summer and next year. Let's more than two of us jump at this exciting opportunity! The lady who was responsible for finding "shooters" was desperate in her search for volunteers. Our club could provide the complete answer for her requirements in the future.

PALO ALTO HISTORICAL ASSOCIATION PRESENTS

Remembering the Palo Alto Film Festival

Sunday, April 6 at 2:00 p.m.
Free & open to the public
Lucie Stern Community Center
1305 Middlefield Road, Palo Alto



Cultural Center (now the Art Center). It was a success, so, over the next 14 years, the festival grew to become a respected Northern California event for independent filmmakers. The venues



Brian George, PAHA videographer and Palo Alto Film Festival founder

Palo Alto had its own "Sundance" many years ago when the yearly Palo Alto Film Festival was alive and well. The festival was a project of the Palo Alto Filmmakers' Guild, a group of amateur film buffs that made 8mm films. **Brian and Carolyn George** founded the Guild in the early 1970s and started the festival a few years later. The first program was a 2-hour presentation in the Auditorium of the

changed from the Cultural Center to the Children's Theatre to the Varsity Theater. The Varsity turned out to be the perfect place since it was locally owned and programmed by creative people. With the enthusiastic support of the City of Palo Alto and CAPA, an art-support group, and a strong committee, the yearly festival attracted many important independent filmmakers from Northern California.



The movie theater on University Avenue that preceded Borders Books

The festival represented a time when film was still a popular medium for people to express their ideas and share them in a movie theater. After 14 years, the Palo Alto Festival came to

a close when the Varsity Theater was sold. Video was replacing film and the unknown future turned out to be streaming video on internet sites including YouTube!

Brian George will share film and video clips to highlight the history of the festival. A PAHA Board member, Brian produces the monthly Heritage program for cable. He has a BSEE from UC Berkeley and spent most of his career at Beckman Coulter, Palo Alto, as a Quality / Reliability Manager. ■

Commentary by Gordon Peterson

When the Video Making Passion Cools...

When faced with the need for someone to take up the position of President of the San Jose Movie/Video club, some members expressed their feeling that they have "been there and done that". Others have indicated a declining interest in making movies to the point that they no longer want to continue. Members willing to take up supporting roles are unwilling to become president for 2008. Compounding the problem, we have been unable to attract new members with the passion to continue the club. I have suggested that the club move towards doing community service/non-profit video productions, but failed to attract any interest.

On Thursday, February 21st, 2008 I was recognized by the *Christmas In The Park* Committee for my production of a 24-minute video of this year's production. It was the most gratifying experience of my video activities. The committee president told me she just loved it and had watched it many times. In 20 years of holding the event they had not had anyone do a video of the displays like it before. Others came up to say they enjoyed it too. My video was played on a large TV when they honored the many contributors to the project. It was a challenge to shoot, at night, the displays, show the excitement of the parents and children, and edit it

down to 24-minutes. The video will be used as a fund raiser to enhance and continue the annual project.

My passion for doing community and non-profit video/documentaries continues. I enjoy the challenge and find that it takes me to interesting events and experiences that without such involvement I would never have. Over the past year I have videoed 3 of San Jose's major parades: Veterans, Holiday, and Vietnamese Spring festival. I have attended 4 major functions of the Peninsula Stroke Society, their two annual *Victory Over Stroke* luncheons, their fund raising *Rhythm of Autumn* featuring the amazing Jan Curtis, an opera singer and severe stroke victim who recovered much of her singing ability, and their special program for *Women and Stroke*.

I have assisted the *On the Move* public access program as studio cameraperson at most of their monthly productions and edited shows for airing. I have worked on location for the *Bay Area Disabled Sailors* in San Francisco, who have sailboats and a special facility at Pier 40 to accommodate handicapped persons sail on the Bay. I got to video the presentation of a special golf cart adapted for a mobility limited player, with hand controls, extra wide wheels (so it can go up on the greens), a seat that can swivel and lift the person into a standing position.

I have videoed a home with specially adapted kitchen cupboards, stove, counters, adapted bathroom and laundry facilities and a ramp entry. I have also worked with *Accessible Events*, an organization that offers glider rides, scuba diving, river raft-

ing, etc. for the handicapped. I got to document their glider ride event in Hollister last October and was able to take a flight and document it for them and shown on *On The Move*. I also assisted as a cameraperson a *Chef Challenge* benefit for the San Jose Children's Theater, an event I would not otherwise have attended. My interest and passion for such experiences continues.

I'm planning to start my own submissions to YouTube. I currently have one video up. If you would like to see it, set your browser to youtube.com and search for *35 Years of HP Calculators*. I did the video for a friend and fellow studio cameraperson, Dave Apte with *On The Move*. It received over 1300 viewings and some nice comments too. Dave wanted to enter a contest for the best 3-minute video about HP scientific/engineering calculators for their 35th anniversary. He didn't win, but the video was shown at the celebration where an HP Vice President praised him. He even gave me the HP wristwatch that he received.

I have sometimes wondered whether to continue to shoot and edit videos if few see them or no purpose is apparent. Only one of my children and my next door neighbors regularly see my videos so I may have found, through YouTube, another venue.

With other club members, I'm sorry to see the San Jose Movie/Video Maker club go "inactive" but the drive has cooled to that point. Perhaps the passion will rise again. ■

Gordon Peterson, SJMVC President until April 30th, 2008.

TREASURER'S REPORT: MARCH 2008

Bank Account Beginning 3/1/08	\$ 1136.04
Income Total:	\$ 205.00
Dues (3) \$90	
DVD Sales (3) \$15	
Raffle Sales (20) \$100	
Expenses Total:	\$ 202.59
Website (2 years) \$132.59	
Refreshments (Everest) \$70	
Bank Account Ending 3/31/08	\$ 1138.45



Frank Swanson, Treasurer

Sudoku Puzzle Answer

S	I	A	L	S	D	O	G	
D	E	G	L	A	O	A	S	I
U	I	S	O	A	G	L	E	A
E	L	A	D	S	I	O	G	U
L	U	D	S	O	E	I	A	G
A	E	I	G	L	U	S	O	S
S	O	G	U	I	A	D	E	L
I	S	E	L	U	D	G	O	A
D	G	L	A	E	O	S	U	I
O	A	I	G	S	E	L	D	

TECH TIPS

By Frank Swanson

At our March general meeting I wanted to provide the audience with some tips on using your video editing application to make effective animated titles. That is, you have the power to move text around the screen. But just because you can doesn't mean you should. Text is used to introduce a subject, reinforce a message, highlight a thought or idea or as a design element where the text isn't meant to be readable. A seasoned editor knows when and how to use text, especially when it's moving.

1. Slow and Steady: Moving text should be kept slow and steady. Make sure you can read the text



yourself if you scroll it across the screen. Slower moving text often feels more professional. When you're using multiple lines of text, move the top line slowly from left to right, and the bottom line slowly in the opposite direction. Overlapping the text a little bit with the bottom line under the top line (or vice versa) will give your moving text that polished look.

2. Easy Does It: Just say "no" to jerky movement. Text usually should start



and stop as smoothly as possible. Starting and stopping with a jerky motion just doesn't look or feel natural. Many editing applications have motion functions such as "ease in", "ease out", "decelerate", "accelerate" or "smoothing". Find out what your editing application has and use it when moving text in your composition.

3. Personality: Pay attention to the project's personality. That is, match the font to the feel of the movie. If the movie has a high-energy feel to it



such as action sports (skiing, skateboarding, basketball), a scattered and cut-in/out (i.e. not the traditional cross-fade) transition would look fine. Conversely a wedding video would have an elegant or graceful font with slow motion. Each font you choose and the text animation you create will have unique personalities that should not clash. Don't mix a jump-cut style of animation with a wispy cursive style font. Be sure the personality of the project, the personality of the font and the personality of the movement you create work together to create a natural feel.

4. Size Does Matter: Don't go too big or too small. Text that is too big (i.e. fills a great portion of the screen or runs into the edges of the screen just doesn't



look right. Give your text some elbow room. Conversely, text that is too small will be hard to read and distract your viewer from the movie. The size of your animating text should complement the rest of your composition - not overpower or get lost in it. Take note of what the pros do in television ads to place their animated text within the composition.

5. Keep it Simple: Avoid crazy animations. Practice the rule of moderation when moving text in your composition. Just because you have a whole lot of animation effects (e.g. bursts, pulls, pushes, splits, bounces, spins, wipes, etc.) in your editing application doesn't mean you should use them. Don't forget to use bold fonts with contrasting colors to the back-



ground visuals. Oftentimes the coolest and most professional looking animated text elements are clean and simple.

Well, there you have it, five simple tips to help you create and move text messages around in your next video project. You'll be complimented by your peers on how well your textual messages looked and felt. This Tech Tip can be seen live on your computer by going to the DJTV icon at www.digitaljuice.com and

searching for "Animating Text". There are a whole bunch of other great instructional videos from Digital Juice at DJTV to watch while you're there. I'll pick another one for screening at our next meeting, so be sure to come and learn something new. ■

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Viewfinder Newsletter is published during the third week of each month for Viewfinders Digital Video Club of Cupertino members.

Please send announcements and articles for submission to the publisher during the two weeks previous to the following monthly issue. Send address and email corrections to the publisher.

MONTHLY CLUB MEETINGS

Held in the Cupertino Room, Quinlan Center. 10188 N. Stelling Road, Cupertino, California. Watch the calendar for programs updates. Admission is free.

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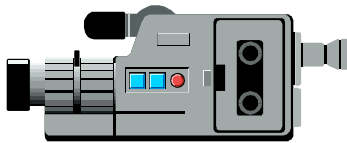
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CALENDAR OF EVENTS
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<p>JAN 9th, Wed. (Cupertino City Hall) Meeting: AMPS 2007 Contest winning videos screened Tech-Tips: "Shoot to Edit" Frank Swanson</p>	<p>FEB 12th, Tuesday Meeting: "How to Make a Digital Slide Show" by Jim Visser. Tech-Tips: "Sound Advice" Frank Swanson</p>
<p>MARCH 11th, Tuesday Meeting: Andy Panizza of Pinnacle Systems demonstrates "Studio Ultimate" Tech-Tips: Frank Swanson</p>	<p>APRIL 8th, Tuesday Meeting: "Road" Theme Challenge screening Tech-Tips: Frank Swanson</p>
<p>MAY 7th, Wednesday TBD Tech-Tips: Frank Swanson</p>	<p>JUNE 4th, Wednesday Meeting: Panel Discussion "Adding Effects" with Bob Meacham, John Dietrich, Mary Johnson and Brian Lucas Tech-Tips: Frank Swanson</p>
<p>JULY (Date TBD) Meeting: Nimitz Grade School Videos Tech-Tips: Frank Swanson</p>	<p>AUG (Date TBD) Meeting: To be determined Tech-Tips: Frank Swanson</p>
<p>SEPT (Date TBD) Meeting: "Shooting Underwater Video" - Guest speaker Mike Boom Tech-Tips: Frank Swanson</p>	<p>OCT (Date TBD) Meeting: Club Annual Video Contest screening Tech-Tips: Frank Swanson</p>
<p>NOV (Date TBD) Meeting: Annual Gold DVD Awards and Social Tech-Tips: Frank Swanson</p>	<p>DECEMBER No meeting this month</p>